

RESEARCH ON DIGITAL TRANSFORMATION IN THE TOURISM SECTOR OF VINH PHUC PROVINCE, VIETNAM

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ABSTRACT

This study examines the status of digital transformation in the tourism sector of Vinh Phuc province, Vietnam. Primary data was collected directly and randomly from research subjects using questionnaires. Respondents include 32 tourism businesses in Vinh Phuc province, 120 residents and 05 officials of the Department of Culture, Sports and Tourism. The criteria for assessing digital transformation were developed based on the Enterprise Digital Transformation Index of the Ministry of Information and Communications, along with consultation of experts and reference documents on related aspects. Research has shown that Vinh Phuc province has promoted the application of digital technology in management, operation and construction of tourism ecosystem, digital transformation in enterprises and tourism development, etc. However, besides the achievements in digital transformation in the tourism sector of Vinh Phuc province, there are still some limitations such as the application of technology and construction of digital platforms, and the operational management index is still not high.

Keywords: Digital transformation, digital transformation in the tourism sector, tourism, Vinh Phuc province, Enterprise Digital Transformation Index.